Statewide Transportation Survey

SPRING 2008

Prepared for the:





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Executive Summary

The Maricopa Association of Governments (MAG) commissioned WestGroup Research of Phoenix to conduct a statewide telephone study with Arizona residents. The purpose of the study was to evaluate overall awareness of and attitudes toward transportation issues and possible solutions.

Results are based on 1,224 18-minute telephone interviews with Arizona residents during April and May 2008. All respondents were randomly selected from a database of high-efficacy voters (must have voted in two of the last three general elections in Arizona). The margin of error for the study is approximately +2.9% at a 95% confidence level.

Perceptions of the Issues Facing the State of Arizona

- ➤ Illegal immigration and the economy top the list of the most important issues voters believe Arizona is currently facing (mentioned by 35% and 21%, respectively). Education ranks third (11%). Gas prices and the budget deficit, which also relate to economic issues, round out the top five most important issues facing Arizona (both at 5%).
- Voters do not anticipate a significant shift in issues facing the state over the next five to 10 years; illegal immigration (30%) and the economy (15%) continue to top the list of most important issues. However, some voters are concerned that issues relating to water (12% over the next five to 10 years vs. 2% for today) and growth (9% vs. 2% for today) are going to be more important in the future than they are today. Education rounds out the top five most important issues anticipated for the next five to 10 years.
- The perceived lack of public transit is most frequently cited as the most important transportation issue facing Arizona (26% mentions), particularly among Maricopa County voters (30% vs. 18% Pima and 19% outlying). Although the price of gas ranks second overall (18%), it is the issue most often cited by voters living in the outlying areas of the state (32%). An inadequate number of and/or size of highways is cited as the most important transportation issue by one in six voters, along with traffic congestion (12% and 11%, respectively).

Perceptions of the State Transportation System

- ➤ Overall, approximately half of the voters indicate they travel within the state, but outside of the county where they live at least once a month (47%).
- ➤ The majority of voters both those living within Maricopa and in other counties indicate they experience the most traffic delays within Maricopa County when they travel around the state (76% overall; 87% Maricopa; 54% Pima; 64% outlying).
- ➤ Very few voters indicate a high level of satisfaction with the statewide transportation system in Arizona (20% give a "4" or "5" rating; 5=Very satisfied). Voters in the outlying areas are



most likely to be satisfied (26%) and those in Pima County most likely to be dissatisfied (47% give a "1" or "2" rating).

Perceptions of the Local Transportation System

- ➤ Overall, slightly more than one in four voters indicate a high level of satisfaction with the local transportation system (27%). Once again, satisfaction is the highest in the outlying areas of the state (31%) and lowest in Pima County (19%).
- ➤ The average satisfaction rating given for the state transportation system is slightly higher than the average satisfaction with the transportation system in the area where the voters live (2.7 vs. 2.6).
- ➤ Satisfaction with the individual components of the transportation system is notably higher than it is for the system overall. This is particularly true among Maricopa County voters, with more than two in five voters indicating high levels of satisfaction with streets/roads (44%), the freeways (42%) and bicycle/pedestrian facilities (40%).
- ➤ Satisfaction with the bus/transit system is the lowest overall (22% "4" + "5"), and more so among Maricopa County voters than those in other areas of the state (19% vs. 29% in Pima County and 25% in the rest of the state). Pima County voters are least satisfied with the freeways and highways in their area (19%) as well as the streets and roads (20%).
- ➤ Overall, approximately half of the voters indicate traffic congestion in their area is a fairly major problem (49%). Voters living in the more rural areas of the state are less likely to report traffic congestion as a problem (36% "4" or "5" rating; 5=Major problem) than voters living in the metropolitan areas of Maricopa and Pima Counties (52% and 51%, respectively).
- Maricopa County voters are most likely to list improved bus service first (18%) followed by adding freeway lanes (13%) and building more roads/freeways (12%) as the most important transportation priorities for their area. Pima County voters and those living in the outlying areas are more likely to list building more roads and freeways as the most important priority (22% and 16%, respectively), followed by improved public transit (12% and 13%, respectively).



Solutions

- ➤ Voters across the state are most likely to indicate they would support additional taxes for more freeway lanes (63%) and increased routes and frequency for public transit (61%).
- Maricopa County voters are significantly more likely than voters in other areas of the state to indicate they would also support additional taxes for adding more lanes to freeways (68% vs. 57% Pima and 56% outlying), increasing the routes and frequency of transit (63% vs. 59% Pima and 56% outlying), building new freeways (59% vs. 55% Pima and 51% outlying) and building commuter rail connecting suburbs with the center of the metropolitan area (58% vs. 56% Pima and 50% outlying). In Maricopa County, voters in the West Valley are more likely than others to support building new freeways (68% vs. 56% East Valley and 60% Central).
- ➤ Pima County voters are significantly more likely than others to indicate they would support additional taxes for a regional high-speed rail system connecting Phoenix and Tucson (70% vs. 48% Maricopa and 48% outlying).
- Arizona voters are most likely to agree with the statement "any statewide transportation plan should contain a map indicating the improvements that are included in the plan and when they will be built" (77% give a "4" or "5" rating).
- Nearly three in five voters also agree that more public transit is needed for commuters during rush hour (59%), more emphasis should be placed on public transit improvements than freeways the next 30 years (57%), and significant investments need to be made to improve, repair and maintain major city streets (57%).
- ➤ Voters are least likely to agree (18%) that they would support a tax increase for transportation if it means the sales tax in their community would exceed 10%.

Policy Issues

- ➤ Voters are split on whether or not technical analysis is needed before moving forward on a proposition for a tax increase (46% indicate conduct studies first, 46% indicate move forward now).
- ➤ Voters also are equally divided between a perception that increased funding for transportation would boost the economy (47%) and a perception that now is not the time to burden people with more taxes (48%).



Funding

- A majority of Arizona voters do agree that permanent transportation funding is needed to continue to meet transportation needs (64% give a "4" or "5" rating; 5=Strongly agree) and that the current transportation funding is not adequate to meet needs over the next 30 years (59%).
- ➤ However, they are notably less likely to agree that a small funding package for transportation is desirable (36%) or that they would support a tax increase for transportation that was on a ballot at the same time as a tax increase for education or healthcare (31%).
- ➤ Voters put the largest proportion of the dollars into freeways/highways (approximately \$27) and street/road improvements (approximately \$25). The remaining dollars were evenly divided among the public transportation options (approximately \$15 or \$16 per area).
- ➤ Maricopa County voters, on average, distributed a higher proportion of the dollars to freeways than voters in other areas (average \$29 or \$30 vs. \$22 to \$25, depending on questionnaire version).
- ▶ Pima County voters who were interviewed using Version 2, which included the option to provide funding for high-speed transit between Phoenix and Tucson, gave a higher proportion of dollars to that option (\$20 vs. \$14 Maricopa and \$15 outlying) and a lower proportion to streets and roads (\$24).
- ➤ Overall, voters believe slightly more than half of a statewide sales tax for transportation should be spent in Maricopa County (53%); not surprisingly, Maricopa County voters named a slightly higher percentage than voters living in other parts of the state (56% vs. 50% Pima and 48% outlying).
- The only two transportation funding options garnering support from a majority of voters are increased developer fees (57% give a "4" or "5" rating; 5=Strongly support) and dedicating a portion of the future growth in existing tax revenues to support transportation (53%). The remaining funding options scored much lower, with 35% or fewer voters indicating support. The least supported funding option was increasing the statewide property tax (11% support).
- The majority of voters believe there should be a 20-year limit on any increase in transportation funding before it is reviewed for continuation of funding (70%).

Statewide Ballot Proposition

➤ Slightly more than half of the voters statewide indicate they would vote "yes" on a one percent increase in statewide sales tax for transportation in November 2008, with the largest percentage indicating they would "probably" vote "yes" (24% "definitely;" 30% "probably"). More than one in four voters indicate they would "definitely" vote "no" (27%), and 15% "probably" no.



- ➤ When told that some believe waiting to put a transportation tax on the ballot until 2010 would allow time for technical studies to be completed as well as provide time for citizen input and for the economy to improve, a slight majority indicate they would prefer to delay the tax increase until 2010 (57%).
- Those likely to vote "no" are more inclined than those likely to vote "yes" to indicate they would prefer to delay the tax until 2010 (70% vs. 47%). Conversely, only half (50%) of those who are likely to vote "yes" on the 2008 statewide tax increase would prefer to keep it in 2008 and not delay it to 2010.
- Two in five voters indicate they would be likely to vote for a candidate who supports a tax increase for transportation (37% "4" or "5"; 5= Very likely). Voters indicating they would vote "yes" on a tax increase are also more likely to indicate they would support a candidate who also supports a tax increase for transportation (59% vs. 11% of those likely to vote "no").

Conclusions

- 1. Arizona voters today are primarily concerned about illegal immigration, economic issues and education. In five to ten years, voters anticipate still being concerned about immigration, the economy in general, and education, but also being more concerned about growth-related issues. Although not mentioned among the top five important issues facing the state, concern about the statewide and local transportation system is clearly evident from the study responses. The fact that fewer than three in ten voters report high satisfaction with the transportation systems is indicative that voters have a strong desire for improvements in this area.
- 2. Voters across the state vary in the perceived priorities for transportation improvements, but it is evident that voters see a need for a multimodal approach to these improvements. However, voters do place particular emphasis on the need for more and/or expanded freeways as well as improved public transit.
- 3. Maricopa County voters are more inclined to see a need for improved public transit than voters in other areas of the state. This includes not only increased routes and frequency but also light rail improvements and the addition of commuter rail from the suburbs into the metropolitan centers. Concerns about traffic congestion, however, also lead these voters to specify a need for an improved freeway system.
- 4. Pima County voters are less satisfied with their transportation system than other voters across the state, and as a result, see a need for transportation improvements across the board, but particularly for improved freeways and the addition of high-speed light rail between Phoenix and Tucson.



- 5. Voters in the outlying or more rural areas of the state appear to be more likely to travel around the state, outside of their local county. As a result, these voters are more likely to put a higher priority on the building and expanding of freeways rather than improved transit services.
- 6. Voters appear to be having difficulty finding the balance between the obvious need for improvements to the transportation system and an uncertain economy. A notable portion of voters does not believe that now would be a good time to "burden" residents with increased taxes. In addition, there are indications in the study that voters would support increased taxes for key transportation improvements, but when asked to specify the type of tax or funding they would support their inclination is to point away from an increase that would affect them most directly and toward other funding options with limited or less direct impact (e.g., developer fees and portion of future growth in existing tax revenues). In other words, they are more likely to want growth to "pay for itself."
- 7. Voters currently are not indicating a strong level of support for a one-cent increase in the statewide sales tax. Although voters understand there is a need for more transportation improvements, the information provided regarding the proposed sales tax as well the current poor economic conditions result in only moderate support. It is also important to take note that the largest percentage of voters are in the less committed category of "probably yes," meaning there is a level of uncertainty even among voters indicating support. In addition, historical data show that support for proposed tax increases expressed on voter surveys typically is higher than the actual support shown at the polls. Consequently, voters will need to be convinced that a November 2008 ballot proposition for transportation improvements actually has the best interest of the Arizona economy in mind as well as addressing the most significant transportation needs around the state.
- 8. Finally, voters made it clear, both in the focus groups and in the telephone study, that they want to know where and when proposed transportation improvements associated with a tax increase will occur. They strongly agree a ballot proposition needs to include a map showing the improvements with a timeline. In addition, it is important to remember that a very small percentage of the voters indicated they would support a tax that would increase their sales tax rate above 10%.



I. Introduction

A. Background and Methodology

The Maricopa Association of Governments (MAG) commissioned WestGroup Research of Phoenix to conduct a statewide telephone study with Arizona residents. The purpose of the study was to evaluate overall awareness of and attitudes toward transportation issues and possible solutions.

Results are based on 1,224 18-minute telephone interviews with Arizona residents during April and May 2008. All respondents were randomly selected from a database of high-efficacy voters (must have voted in two of the last three general elections in Arizona), which was provided to WestGroup by Highground, Inc. Quotas were established for geographic area (Maricopa County, Pima County, and outlying areas of the state), gender, age, and political party based on information from Highground regarding the attributes of voters likely to participate in the upcoming election in November 2008. The margin of error for the study is approximately $\pm 2.9\%$ at a 95% confidence level. Data will be reported by total sample as well as by the three regions identified. The sample sizes and associated margin of error for each area are shown below.

	Margin of
Sample Size	Error
100	. 100/
100	<u>+</u> 10%
200	<u>+</u> 7.1%
Pima/Outlying n=240	<u>+</u> 6.5%
300	<u>+</u> 5.8%
400	<u>+</u> 5.0%
500	<u>+</u> 4.5%
Maricopa n=720	<u>+</u> 3.7%
1,000	<u>+</u> 3.2%
Total Sample n=1,200	<u>+</u> 2.9%



B. Demographics

As noted in the introduction, overall quotas were set for gender, age, political party and county. Those quota percentages are reflected in Tables 1a and 1b. In addition, a profile of respondents by ethnicity, education, employment status and household income is also provided.

The average age of the voters interviewed is nearly 54 years old and the majority of voters are Caucasian (82%). Almost half of the voters have a college degree (48%) and a similar percentage is employed full time (46%). The average reported household income is \$69,000.

Table 1a: Sample Demographics

	Total		Region	
Characteristic	Sample	Maricopa	Pima	Outlying
	(n=1224)	(n=736)	(n=251)	(n=237)
Gender				
Male	48%	48%	48%	45%
Female	52%	52%	52%	55%
Age				
20-24	2%	2%	3%	2%
25-39	17%	18%	15%	14%
40-49	20%	20%	20%	19%
50-64	31%	29%	31%	33%
65+	31%	31%	31%	32%
Average Age	53.7	53.4	53.5	54.5
Hispanic/Latino/Spanish	7%	7%	7%	10%
Ethnicity				
White	82%	85%	78%	81%
Hispanic	6%	5%	7%	9%
African American	2%	2%	1%	1%
American Indian	1%	1%	1%	1%
Asian	1%	1%	1%	-
Other	4%	3%	5%	3%
Refused	4%	3%	7%	5%
Education				
Some high school or less	3%	2%	3%	5%
High school graduate	14%	14%	12%	16%
Some post HS	32%	32%	31%	34%
College graduate	30%	32%	28%	26%
Post graduate degree	18%	18%	21%	15%
Don't know/refused	3%	2%	5%	4%



Table 1b: Sample Demographics

	Total	Region			
Characteristic	Sample	Maricopa	Pima	Outlying	
	(n=1224)	(n=736)	(n=251)	(n=237)	
Employment					
Full-time	46%	49%	46%	38%	
Part-time	7%	7%	6%	8%	
Retired	35%	31%	36%	42%	
House spouse	5%	6%	4%	5%	
Student	1%	2%	1%	-	
Unemployed	3%	3%	1%	3%	
Don't know/refused	3%	2%	6%	4%	
Income					
<\$25,000	11%	9%	12%	17%	
\$25K-\$50,000	22%	20%	27%	26%	
\$50K-\$75,000	20%	21%	14%	23%	
\$75K-\$100,000	11%	11%	13%	10%	
\$100K-\$125,000	9%	8%	10%	7%	
\$125,000+	11%	13%	8%	6%	
Don't know/refused	16%	18%	16%	11%	
Average Income	\$69,000	\$73,600	\$66,400	\$58,600	
Political Party					
Republican	44%	45%	45%	40%	
Democrat	38%	36%	37%	42%	
Other	18%	19%	18%	18%	



II. Perceptions of Issues Facing the State of Arizona

A. Most Important Issue Facing the State Today

Illegal immigration and the economy top the list of the most important issues voters believe Arizona is currently facing (mentioned by 35% and 21%, respectively). This is true for voters in all three regions; however, Maricopa County voters are slightly more likely than others to believe the economy is the most important issue (22% vs. 16% Pima and 18% outlying; see Table 2). Education ranks third (11% mentions) and is more often considered to be the most important issue by females (15% vs. 6% males) and younger residents (21% of voters ages 20 to 39 vs. 9% of those age 40 or older). Gas prices and the budget deficit, which also relate to economic issues, round out the top five most important issues facing Arizona today.

Most Important Issue Facing Arizona Today

Top Five Issues

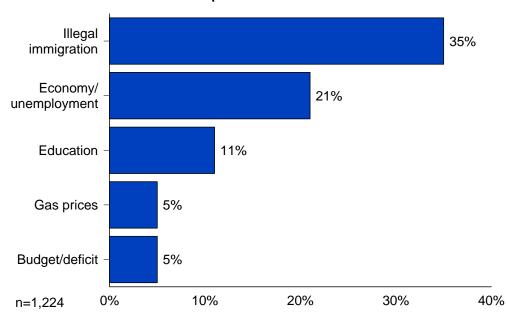




Table 2: Most Important Issue TODAY

	Total		Region	
Issue	Sample (n=1224)	Maricopa (n=736)	Pima (n=251)	Outlying (n=237)
Illegal immigration	35%	35%	38%	33%
Economy/unemployment	21%	22%	16%	18%
Education	11%	10%	10%	14%
Gas prices	5%	4%	6%	8%
Budget/taxes/deficit/overspending/ mismanagement of funds	5%	5%	5%	4%
Healthcare costs	2%	2%	3%	3%
Politics/politicians/governor	2%	2%	2%	1%
Water/water rights	2%	2%	4%	3%
Growth/urban sprawl/too many people	2%	2%	3%	1%
Housing	2%	2%	1%	1%
Pollution/environment	1%	2%	-	1%
Streets/roads/freeways/congestion/ construction	1%	2%	1%	-
High cost of living	1%	1%	1%	1%
Public or mass transportation/ buses/ light rail/trains	1%	1%	2%	-
Crime	1%	1%	1%	-
Other	%	32%	3%	8%
Don't know	5%	5%	4%	5%

Q1: What would you say is the ONE most important problem or issue facing the state of Arizona today?



B. Most Important Issue Facing the State in the Next 5 to 10 Years

For the most part, voters do not anticipate a significant shift in issues facing the state over the next five to 10 years; illegal immigration (30%) and the economy (15%) continue to top the list of most important issues. However, some voters are concerned that issues relating to water (12% in the next 5 to 10 years vs. 2% for today) and growth (9% vs. 2% for today) are going to be more important in the future than they are today. Future water concerns are particularly high among Pima County voters (22% vs. 9% Maricopa and 12% outlying).

Most Important Issue Facing Arizona Next 5 to 10 Years



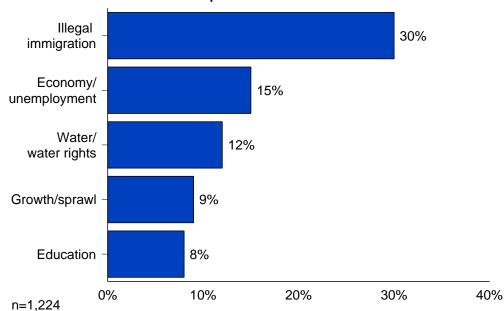




Table 3: Most Important State Issue in Next 5 to 10 YEARS

	Total		Region	
Issue	Sample (n=1224)	Maricopa	Pima	Outlying (n=237)
	(11=1224)	(n=736)	(n=251)	(11=237)
Illegal immigration	30%	29%	30%	31%
Economy/unemployment	15%	16%	12%	17%
Water/water rights	12%	9%	22%	12%
Growth/urban sprawl/too many people	9%	10%	7%	6%
Education	8%	9%	8%	7%
Pollution/environment	3%	4%	1%	2%
Budget/taxes/deficit/overspending/ mismanagement of funds	3%	3%	2%	2%
Streets/roads/freeways/congestion/ construction	2%	3%	1%	2%
Healthcare costs	2%	2%	2%	2%
Gas prices	2%	1%	3%	4%
Public or mass transportation/buses/ light rail/trains	2%	2%	2%	-
Housing	2%	2%	1%	1%
Energy/electricity/shortages	1%	2%	-	1%
High cost of living	1%	-	1%	1%
Other	4%	2%	3%	4%
Don't know	6%	6%	5%	8%

Q2: What do you think the ONE most important issue will be for the state in the next 5-10 years?



C. Most Important Transportation Issue in Arizona

The perceived lack of public transit is most frequently cited as the most important transportation issue facing Arizona (26% mentions), particularly among Maricopa County voters (30% vs. 18% Pima and 19% outlying). Republicans are least likely to list the lack of public transit as the most important transportation issue (21% vs. 28% Democrats and 31% other voters). Republicans, however, are more likely than others to believe traffic congestion is the most important issue (13% vs. 10% Democrats and 9% other voters). In addition, voters who indicate they are likely to vote "yes" for a statewide sales tax increase are significantly more likely to cite the lack of public transit as the most important transportation issue (29% vs. 21% of those likely to vote "no").

Although the price of gas ranks second overall (18%), it is the issue most often cited by voters living in the outlying areas of the state (32%). An inadequate number of and/or size of highways is cited as the most important transportation issue by one in six voters, along with traffic congestion (12% and 11%, respectively). Once again, Maricopa County voters are more concerned about traffic congestion than other voters (14% vs. 6% Pima County and 9% outlying).

Most Important Transportation Issue in Arizona

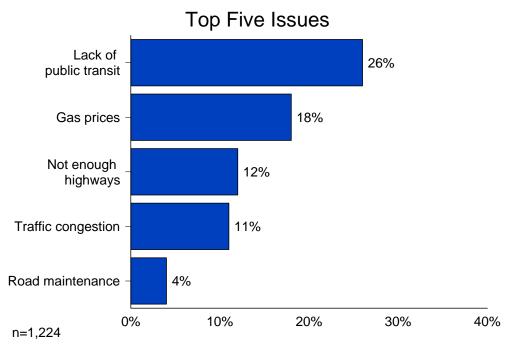




Table 4: Most Important TRANSPORTATION Issue in AZ

	Total	Region		
Issue	Sample (n=1224)	Maricopa (n=736)	Pima (n=251)	Outlying (n=237)
Lack of public transit	26%	30%	18%	19%
Gas prices	18%	15%	15%	32%
Not enough highways/highways too small	12%	12%	16%	6%
Traffic congestion	11%	14%	6%	9%
Road maintenance/repair	4%	1%	10%	7%
Pollution	3%	3%	2%	1%
Not enough roads/too small roads	2%	3%	2%	4%
Lack of funding	2%	1%	5%	1%
Population growth/too many people/ sprawl	3%	3%	3%	2%
Need for commuter trains from suburbs into the metropolitan areas of AZ	2%	2%	1%	1%
Poor planning	2%	2%	3%	-
Poor traffic management	1%	1%	1%	2%
Dependence on fuel/need for more fuel efficient methods	1%	1%	2%	1%
Other <1% mentions	4%	4%	4%	5%
Don't know	9%	8%	10%	10%

Q4: What do you think is the most important transportation-related issue or problem in Arizona?



III. Perceptions of the State Transportation System

A. Frequency of Travel Within Arizona

Overall, approximately half of the voters indicate they travel within the state, but outside of the county where they live at least once a month (47%). This percentage increases to 64% among voters living in the outlying areas of the state.

Table 5: Frequency of Travel Within AZ

	Total	Region		
	Sample	Maricopa	Pima	Outlying
Frequency	(n=1224)	(n=736)	(n=251)	(n=237)
Several times per week Once a week 2-3 times a month Once a month Every 2-3 months At lease twice a year Less than once a year	9% 6% 17% 16% 21% 19% 10%	5% 5% 16% 17% 22% 21% 11%	8% 4% 17% 15% 23% 19% 12%	18% 13% 18% 15% 16% 11% 7%
Don't know	2%	3%	2%	2%

D1: How often do you travel within the State of Arizona, but outside of your county of residence?



B. Traffic Delay Experience

As expected, the majority of voters – both those living within Maricopa and in other counties – indicate they experience the most traffic delays within Maricopa County (76% overall) when they travel around the state.

Table 6: Traffic Delay Experience

	Total		Region	
Improvement	Sample	Maricopa	Pima	Outlying
Improvement	(n=1224)	(n=736)	(n=251)	(n=237)
Within/just outside Maricopa County	76%	87%	54%	64%
Within/just outside Pima County	13%	3%	36%	18%
Other parts of the state	4%	3%	2%	9%
Don't know	7%	7%	8%	9%

Q9: In your travels around the state, where do you experience the most traffic delays?



C. Statewide Transportation Satisfaction Ratings

Very few voters indicate a high level of satisfaction with the statewide transportation system in Arizona (20% give a "4" or "5" rating; 5=Very satisfied). The largest percentage of respondents report a moderate level of satisfaction (38% give a "3"). Voters in the outlying areas are most likely to be satisfied (26%) and those in Pima County most likely to be dissatisfied (47% give a "1" or "2" rating).

Satisfaction with Transportation System in Arizona

Percent rating 4 or 5; 5=Very satisfied

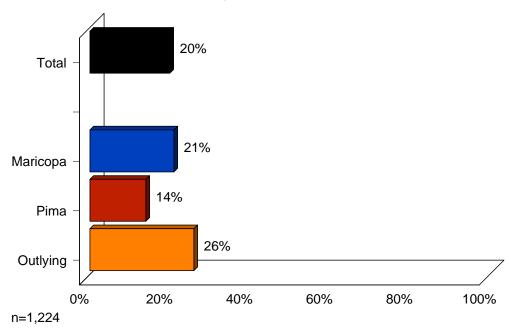




Table 7: Level of Satisfaction with Statewide Transportation in AZ (Among those with an opinion)

	Total		Region	
	Sample	Maricopa	Pima	Outlying
Rating	(n=1224)	(n=736)	(n=251)	(n=237)
NET 4/5	20%	21%	14%	26%
5 – Very satisfied	5%	5%	4%	7%
4	15%	16%	10%	19%
3	38%	38%	39%	38%
2	25%	25%	28%	21%
1 – Not at all satisfied	17%	16%	19%	15%
NET 1/2	42%	41%	47%	36%
Average Rating	2.7	2.7	2.5	2.8
Don't know*	5%	4%	5%	7%

Q4: Please indicate your level of satisfaction with the statewide transportation system in AZ.



^{*}Percent "don't know" excluded from satisfaction calculations.

IV. Perceptions of the Local Transportation System

A. Satisfaction Ratings for Transportation in Your Area

1. Overall Satisfaction

Satisfaction with the transportation system in the local area is only marginally higher than satisfaction with the statewide system among voters in all three regions. Overall, slightly more than one in four voters indicate a high level of satisfaction with the local transportation system (27%). Once again, satisfaction is the highest in the outlying areas of the state (31%) and lowest in Pima County (19%).

Interestingly, despite a slightly higher percentage of voters giving a high satisfaction rating for the local transportation system versus the state system, a higher percentage of voters also gave a "dissatisfied" rating (i.e. 48% gave a "1" or "2" overall for the local system vs. 42% for the statewide system; *see Table 8*), and fewer voters selected the middle or "neutral" rating of "3." This is particularly true among Pima County voters where more than half (55%) give a "1" or "2" for the transportation system in their area. As a result, the average satisfaction rating given for the state transportation system is slightly higher than the average satisfaction with the transportation system in the area where the voters live (2.7 vs. 2.6).

Satisfaction with Transportation System in "Your Area"

Percent rating 4 or 5; 5=Very satisfied

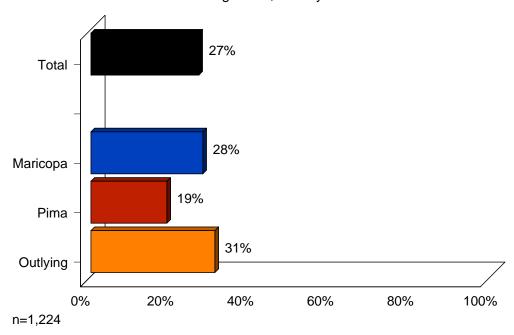




Table 8: Level of Satisfaction with Transportation in YOUR AREA (Among those with an opinion)

	Total	Region		
	Sample	Maricopa	Pima	Outlying
Rating	(n=1224)	(n=736)	(n=251)	(n=237)
NET 4/5	27%	28%	19%	31%
5 – Very satisfied	9%	9%	4%	13%
4	18%	19%	16%	19%
3	25%	27%	26%	21%
2	22%	21%	28%	19%
1 – Not at all satisfied	26%	24%	26%	28%
NET 1/2	48%	45%	54%	47%
Average Rating	2.6	2.7	2.4	2.7
Don't know*	4%	3%	1%	10%

Q5: Please indicate your overall level of satisfaction with the transportation system in your area.



^{*}Percent "don't know" excluded from satisfaction calculations.

2. Satisfaction with Transportation Components

Among voters, satisfaction with the individual components of the transportation system is notably higher than it is for the system overall. This is particularly true among Maricopa County voters, with more than two in five voters indicating high levels of satisfaction with streets/roads (44%), the freeways (42%) and bicycle/pedestrian facilities (40%).

Satisfaction with the bus/transit system is the lowest overall (22% "4" + "5"; see Table 9), and more so among Maricopa County voters than those in other areas of the state (19% vs. 29% in Pima County and 25% in the rest of the state). Pima County voters are least satisfied with the freeways and highways in their area (19%; see Table 9b) as well as the streets and roads (20%).

Overall, voters with lower education levels and non-white voters are more likely than those in comparative groups to indicate a higher level of satisfaction with the public transit system (30% and 32%, respectively), possibly because they use the system and are able to get around as they need to. The other population groups may be less accepting of the current system and do not feel the system is adequate for their needs.

Satisfaction with Transportation Elements in "Your Area"

Percent rating 4 or 5; 5=Very satisfied

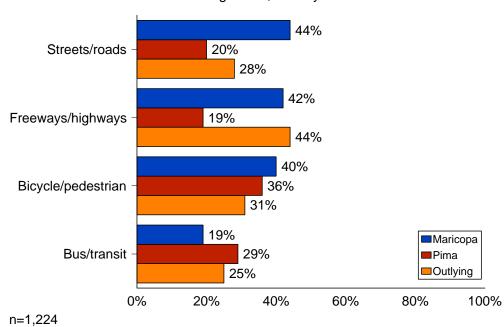




Table 9: Level of Satisfaction with Transportation Components YOUR AREA TOTAL SAMPLE (Among those with an opinion)

	Not at all Satisfied			Sati	Very sfied	Net		
Component	1	2	3	4	5	4+5	Avg.	DK*
Freeways/highways The main streets and roads Bicycle and pedestrian facilities Bus or transit service	12% 11% 18% 32%	19% 18% 18% 22%	31% 35% 27% 24%	27% 27% 25% 15%	11% 9% 12% 7%	38% 36% 37% 22%	3.0 3.0 2.9 2.4	2% 1% 9% 21%

Q6: Please indicate your overall level of satisfaction with the transportation system in your area.

Table 9a: Level of Satisfaction with Transportation Components YOUR AREA MARICOPA COUNTY

(Among those with an opinion)

	Not at all Satisfied				Very sfied	Net		
Component	1	2	3	4	5	4+5	Avg.	DK*
The main streets and roads Freeways/highways Bicycle and pedestrian facilities Bus or transit service	8% 9% 14% 32%	14% 15% 18% 22%	34% 34% 28% 27%	33% 30% 28% 13%	11% 12% 12% 6%	44% 42% 40% 19%	3.2 3.2 3.0 2.4	1% 1% 9% 20%

Q6: Please indicate your overall level of satisfaction with the transportation system in your area.



^{*}Percent "don't know" excluded from satisfaction calculations.

^{*}Percent "don't know" excluded from satisfaction calculations.

Table 9b: Level of Satisfaction with Transportation Components YOUR AREA PIMA COUNTY

(Among those with an opinion)

	Not at all Satisfied			Sati	Very sfied	Net		
Component	1	2	3	4	5	4+5	Avg.	DK*
Bicycle and pedestrian facilities Bus or transit service	16% 25%	15% 22%	33% 24%	25% 19%	11% 10%	36% 29%	3.0 2.7	6% 18%
The main streets and roads Freeways/highways	18% 25%	26% 30%	36% 26%	16% 14%	4% 5%	20% 19%	2.6 2.4	3%

Q6: Please indicate your overall level of satisfaction with the transportation system in your area.

Table 9c: Level of Satisfaction with Transportation Components YOUR AREA OUTLYING AREAS

(Among those with an opinion)

	Not at all Satisfied			Sati	Very sfied	Net		
Component	1	2	3	4	5	4+5	Avg.	DK*
Freeways/highways The main streets and roads Bicycle and pedestrian facilities Bus or transit service	11% 14% 33% 39%	18% 22% 20% 18%	27% 36% 16% 18%	31% 19% 20% 17%	13% 9% 11% 8%	44% 28% 31% 25%	3.2 2.9 2.6 2.4	2% 2% 12% 25%

Q6: Please indicate your overall level of satisfaction with the transportation system in your area.



^{*}Percent "don't know" excluded from satisfaction calculations.

^{*}Percent "don't know" excluded from satisfaction calculations.

B. Perception of Traffic Congestion in Your Area

Overall, approximately half of the voters indicate traffic congestion in their area is a fairly major problem (49%). Not surprisingly, voters living in the more rural areas of the state are less likely to report traffic congestion as a problem (36% "4" or "5" rating; 5=Major problem) than voters living in the metropolitan areas of Maricopa and Pima Counties (52% and 51%, respectively).

Voters who indicate they are likely to support a statewide sales tax increase in the fall also are more likely to indicate that traffic is a major problem in their area (52% give "4" or "5" rating vs. 45% of those likely to vote "no").

Traffic Congestion Problem in "Your Area"

Percent rating 4 or 5; 5=Major problem

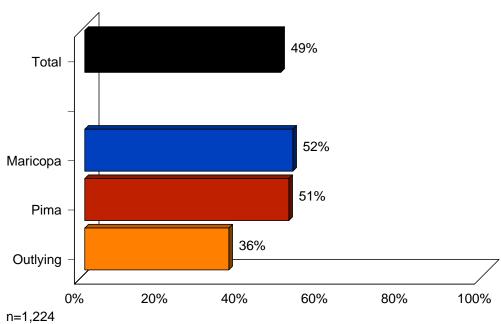




Table 10: Rating Traffic Congestion in YOUR AREA (Among those with an opinion)

	Total			
	Sample	Maricopa	Pima	Outlying
Rating	(n=1224)	(n=736)	(n=251)	(n=237)
NET 4/5	49%	52%	51%	36%
5 – Major Problem	23%	23%	25%	18%
4	26%	29%	26%	18%
3	31%	33%	32%	25%
2	13%	12%	11%	16%
1 – Not a problem at all	7%	3%	6%	23%
NET 1/2	20%	15%	17%	39%
Average Rating	3.4	3.6	3.5	2.9
Don't know*	-	-	-	-

Q7: How big of a problem would you say traffic congestion is in your area? *Percent "don't know" excluded from calculations



C. Top Transportation Priority for Your Area

Voters living in the various regions across the state have somewhat differing perspectives as to the "most important" transportation improvement needed for their area. Maricopa County voters are most likely to list improved bus service first (18%) followed by adding freeway lanes (13%) and building more roads/freeways (12%). Pima County voters and those living in the outlying areas are more likely to list building more roads and freeways as the most important priority (22% and 16%, respectively), followed by improved public transit (12% and 13%, respectively).

Voters likely to support the statewide sales tax in November are significantly more likely than those who indicate they would probably vote "no" to list improved transit as the most important priority (18% vs. 13% of those likely to vote "no") as well as adding more freeway lanes (13% vs. 10%). In addition, Democratic voters are significantly more likely to cite improved transit as the most important priority (20% vs. 12% Republican and 15% others). Republican voters are significantly more likely to believe adding more freeways lanes is the most important priority (14% vs. 9% of Democrats and others).

Most Important Transportation Improvements in "Your Area"

Top Six Improvements

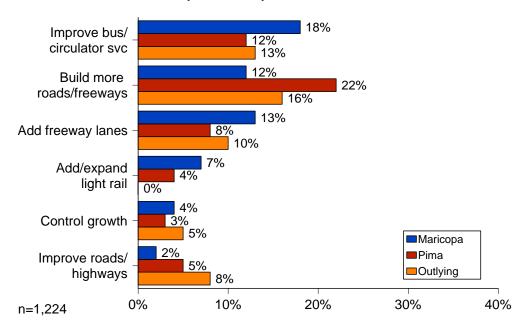




Table 11: Top Priority for Improving Transportation in Your Area

	Total	Region			
	Sample	Maricopa	Pima	Outlying	
Improvement	(n=1224)	(n=736)	(n=251)	(n=237)	
Improve local bus service/ neighborhood circulator service	16%	18%	12%	13%	
Build more roads/freeways/ highways	15%	12%	22%	16%	
Add more freeway lanes	11%	13%	8%	10%	
Add/expand light rail service	5%	7%	4%	-	
Control growth/better planning for growth	4%	4%	3%	5%	
Improve roads/highways/better maintenance	4%	2%	5%	8%	
Finish construction/less construction/ faster construction	3%	3%	3%	2%	
Encourage people to use public transit	3%	4%	2%	-	
Improve long-range transportation planning	2%	2%	3%	3%	
Coordinate lights/longer lights	2%	2%	4%	-	
Increase funding for transportation improvements	2%	2%	3%	4%	
Encourage people to carpool, vanpool, bike or walk	2%	2%	-	1%	
Build commuter rail from the suburbs into the center of the metropolitan areas	2%	2%	2%	-	
More law enforcement/police patrol	2%	2%	1%	2%	
More traffic lights/stop signs/ turn signals	1%	1%	1%	2%	
Better driver education/	1%	1%	2%	1%	
Add more HOV/carpool lanes	1%	1%	-	1%	
Other	5%	7%	10%	11%	
Don't know	17%	17%	15%	21%	

Q8: What do you feel is the one most important thing that could be done to improve transportation problems in your area?



V. Solutions

A. Support for Transportation Solutions

Voters across the state are most likely to indicate they would support additional taxes for more freeway lanes (63%) and increased routes and frequency for public transit (61%).

Despite listing improved bus service as their most important transportation priority, Maricopa County voters are significantly more likely than voters in other areas of the state to indicate they would also support additional taxes for adding more lanes to freeways (68% vs. 57% Pima and 56% outlying; see Table 12), increasing the routes and frequency of transit (63% vs. 59% Pima and 56% outlying), building new freeways (59% vs. 55% Pima and 51% outlying) and building commuter rail connecting suburbs with the center of the metropolitan area (58% vs. 56% Pima and 50% outlying).

Pima County voters are significantly more likely than others to indicate they would support additional taxes for a regional high-speed rail system connecting Phoenix and Tucson (70% vs. 48% Maricopa and 48% outlying). In addition, voters in Pima County and the outlying areas of the state are more likely than Maricopa County voters to indicate they would support additional taxes for improved bicycling and walking conditions (both at 62% vs. 55% Maricopa).

Willingness to Support Additional Taxes by Transportation Solution

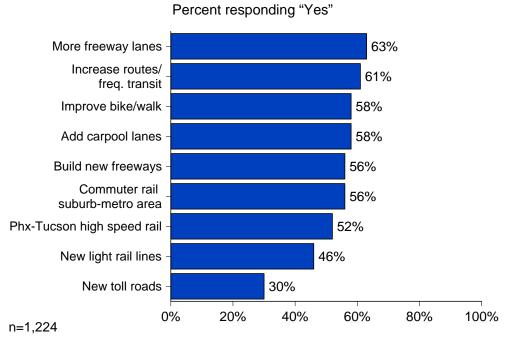




Table 12: Support for Additional Taxes to Fund Solutions
Percent "Yes"

	Total	Region		
	Sample	Maricopa	Pima	Outlying
Solutions	(n=1224)	(n=736)	(n=251)	(n=237)
Add more lanes to existing freeways.	63%	68%	57%	56%
Increase the routes and frequency of transit	61%	63%	59%	56%
service.	0170	0370	3970	30%
Improve bicycling and walking conditions.	58%	55%	62%	62%
Add carpool lanes to congested roads.	58%	59%	56%	55%
Build new freeways.	56%	59%	55%	51%
Build commuter rail connecting suburbs	56%	58%	56%	50%
with the center of the metropolitan areas. Build a regional high-speed rail system that connects Phoenix and Tucson.	52%	48%	70%	48%
Build new light rail lines beyond those already planned.	46%	48%	45%	39%
Build new highways as toll roads.	30%	29%	36%	29%

Q10: Would you support additional taxes to...?

Voters who indicated they would probably support a statewide sales tax increase in the fall are significantly more likely than those indicating they would probably vote "no" to report they would support additional taxes for every one of the transportation solutions presented.

Other subgroup differences include the following:

- Voters who frequently travel outside of the county where they live are more likely than others to indicate support for adding more lanes to freeways (68% vs. 55%), as well as those who are employed (68% vs. 58% of those who are retired) and males (68% vs. 57%).
- Voters who are less likely to travel outside the county where they live are most likely to support increased routes and frequency of transit services (64% vs. 54%). This is also true of non-white voters (67% vs. 60%) and younger voters (68% of those 20 to 39 vs. 54% of those over age 40).
- Females are more likely than males to indicate they would support additional taxes to add carpool lanes to existing freeways (62% vs. 53%).
- Voters who frequently travel outside of the county where they live also are more likely to indicate they would support additional taxes for more freeways (60% vs. 49%) and a high-speed rail system between Phoenix and Tucson (55% vs. 45%).



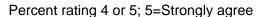
B. Level of Agreement with Transportation Solutions

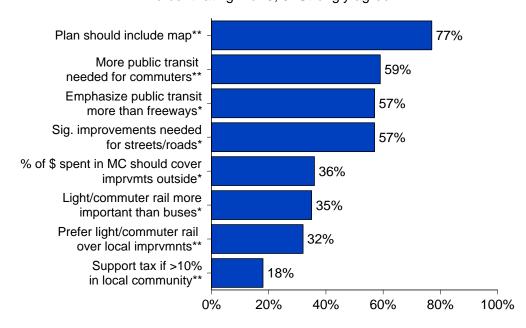
Voters were read four statements regarding attitudes toward transportation solutions and asked to indicate their level of agreement with each statement using a "1 to 5" scale where "1" means "strongly disagree" and "5" means "strongly agree." In order to reduce the overall length of the survey instrument, the sample was randomly divided in half so each half of the voters only heard four of the eight statements listed below.

Arizona voters are most likely to agree with the statement "any statewide transportation plan should contain a map indicating the improvements that are included in the plan and when they will be built" (77% give a "4" or "5" rating). In addition, nearly three in five voters also agree that more public transit is needed for commuters during rush hour (59%), more emphasis should be placed on public transit improvements than freeways the next 30 years (57%), and significant investments need to be made to improve, repair and maintain major city streets (57%).

Voters are least likely to agree that they would support a tax increase for transportation if it means the sales tax in their community would exceed 10% (18%).

Agreement with Transportation Solutions





Split sample questions. *Version 1 n=609; **Version 2 n=615



Pima County voters are significantly more likely than voters in other areas of the state to indicate agreement that more public transit is needed for commuters (68% vs. 58% Maricopa and 55% outlying; see Table 13b) and significant investment needs to be made for maintenance of major streets (68% vs. 53% Maricopa and 57% outlying). In addition, Pima County voters and those in the more rural areas of the state are more likely than Maricopa County voters to indicate strong agreement that a percentage of the money collected in Maricopa County should be spent on improvements outside of the county (61% Pima County and 47% outlying vs. 24% Maricopa).

Voters who indicate they are likely to vote "yes" on the statewide sales tax increase in November report a higher level of agreement with the following statements than voters likely to vote "no":

- Statewide Transportation Plan should include a map (82% vs. 71%).
- More public transit is needed for commuters (72% vs. 43%).
- Place more emphasis on transit than freeways over the next 30 years (62% vs. 49%).
- Significant investments should be made to maintain major streets (64% vs. 51%).
- Prefer high-speed train between major AZ cities over local transportation improvements (39% vs. 25%).
- Support for tax increase for transportation even if local sales tax exceeds 10% (26% vs. 7%).



Table 13a: Level of Agreement with Transportation Solutions (Among those with an opinion)

	Strongly Disagree				ongly Agree	NET		%
Solutions	1	2	3	4	5	4+5	Avg.	DK*
Version 1 (n=609)								
Significant investments need to be								
made to improve, repair and	5%	10%	28%	25%	32%	57%	3.7	3%
maintain major city streets.								
There should be more emphasis on								
public transportation than on	14%	10%	19%	21%	36%	57%	3.5	2%
freeways over the next 30 years.								
Since residents of Maricopa County								
travel throughout the state, a % of	27%	15%	22%	13%	23%	36%	2.9	4%
money collected in Maricopa								
County should be spent on								
improvements outside of Maricopa								
County.								
Light rail/commuter trains that run from the suburbs to the centers of								
	26%	18%	21%	15%	20%	35%	2.9	5%
metropolitan areas are more important than local & express bus	2070	1070	2170	1370	20%	33 /0	2.9	370
routes.								
Version 2 (n=615)								
Any statewide transportation plan								
should contain a map indicating the								
improvements that will be included	6%	5%	12%	23%	54%	77%	4.1	2%
in the plan and when they will be								
built.								
More public transit is needed to								
provide commuters a way to get to	12%	9%	20%	22%	37%	59%	3.6	3%
jobs during rush hour.								
I would prefer a high-speed train								
between major metropolitan areas	250/	1.70/	1.60/	1.50/	1.70/	220/	2 (201
such as Phoenix-Tucson/Phoenix-	35%	17%	16%	15%	17%	32%	2.6	3%
Flagstaff over other transportation								
improvements in my area.								
I would support a tax increase for transportation improvements even if	49%	17%	16%	9%	9%	18%	2.1	1%
it meant the total sales tax in my	+ <i>770</i>	1 / 70	1070	770	J 70	10 /0	4.1	1 70
community is greater than 10%.								
Commonty to grouter than 1070.								

Q13: Please indicate your level of agreement with each of the following statements.



^{*}Percent "don't know" excluded from calculations

Table 13b: Level of Agreement with Transportation Solutions - By Region NET 4 + 5 ratings

	Total	Region			
Solutions	Sample	Maricopa	Pima	Outlying	
Version 1	(n=609)	(n=368)	(n=130)	(n=111)	
Significant investments need to be made to improve, repair and maintain major city streets.	57%	53%	68%	57%	
There should be more emphasis on public transportation than on freeways over the next 30 years.	57%	56%	57%	61%	
Since residents of Maricopa County travel throughout the state, a % of money collected in Maricopa County should be spent on improvements outside of Maricopa County.	36%	24%	61%	47%	
Light rail/commuter trains that run from the suburbs to the centers of metropolitan areas are more important than local & express bus routes.	35%	36%	35%	32%	
Version 2	(n=615)	(n=368)	(n=121)	(n=126)	
Any statewide transportation plan should contain a map indicating the improvements that will be included in the plan and when they will be built.	77%	77%	81%	75%	
More public transit is needed to provide commuters a way to get to jobs during rush hour.	59%	58%	68%	55%	
I would prefer a high-speed train between major metropolitan areas such as Phoenix- Tucson/Phoenix-Flagstaff over other	32%	29%	42%	31%	
transportation improvements in my area. I would support a tax increase for transportation improvements even if it meant the total sales tax in my community is greater than 10%.	18%	18%	19%	16%	

Q13: Please indicate your level of agreement with each of the following statements.

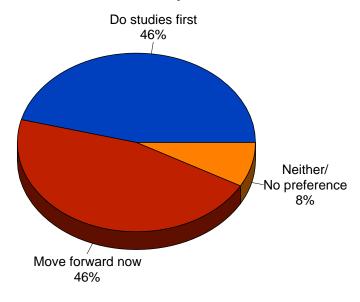


VI. Policy Issues

A. Preference for Technical Analysis

Voters are split on whether or not technical analysis is needed before moving forward on a proposition for a tax increase (46% conduct studies first, 46% move forward now).

Perspective on Technical Studies Prior to Statewide Proposition



n=1,224

Q11: Regional planning agencies and the Arizona Department of Transportation are currently conducting statewide transportation studies to help identify transportation needs and ensure that systems are interconnected. I would like you to tell me which of the following two OPPOSING statements best reflects your perspective concerning a statewide ballot proposition. A. It is important to do the technical analysis, including looking at land use and population growth, so there is a well-thought out plan before a tax increase is considered. B. Enough studies have been done. The state already knows what the critical transportation needs are. Let's move forward now with a ballot proposition.



Those most likely to believe technical studies should be completed first are:

- Females (49% vs. 42% males).
- Younger voters (57% vs. 41% to 47% of older voters).
- Democratic and "other" voters (48% and 49% vs. 42% Republicans).
- Voters who travel outside of their local county less than once a month (49% vs. 39%).
- Non-white voters (53% vs. 44% white).

Voters most likely to believe enough studies have been completed and it is time to move forward are:

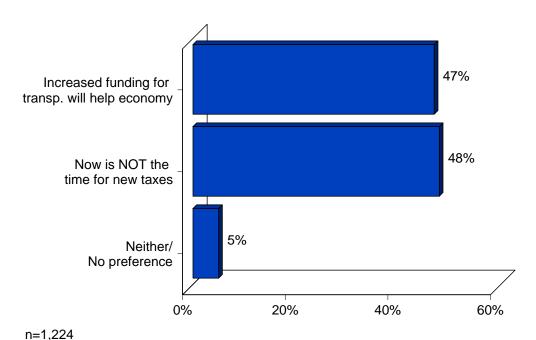
- Males (49% vs. 44%).
- Older voters (48% vs. 37% of younger voters).
- Voters who frequently travel outside their local county (53% vs. 44% of less frequent travelers).
- White voters (48% vs. 39% non-white).
- Voters who indicate they are likely to vote for a tax increase in November (49% vs. 44%).



B. Impact of Economy

Voters also are equally divided between a perception that increased funding for transportation would boost the economy (47%) and a perception that now is not the time to burden people with more taxes (48%).

Perspective on Economy and Taxes



Q12: Many economists agree the economy is down. Assuming for a moment this is true, I would like you to indicate which of the following statements most accurately reflects your perspective. A) The economy is down, but increased funding for transportation improvements would produce new jobs and economic opportunities at a critical time for our economy. B) The economy is down, so now is not the time to burden people with additional taxes.



Voters most likely to believe that increased funding for transportation would boost the economy are:

- Younger voters (56% of those 20 to 39 vs. 40% of those aged 65 or older).
- Democratic voters (55% vs. 41% Republican and 45% other).
- Voters who travel outside their local county at least every few months (50% vs. 41% of those who travel less frequently).
- College graduates (53% vs. 42% of those with less education).
- Higher income voters (52% of those with incomes over \$50K vs. 44% of those with lower incomes).
- Voters likely to vote "yes" for a tax increase in November 2008 (61% vs. 29% of those likely to vote "no").



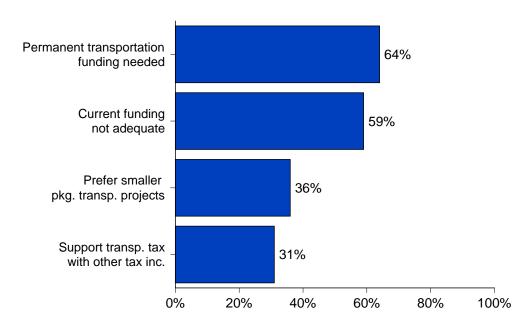
VII. Funding

A. Level of Agreement with Funding Statements

A majority of Arizona voters do agree that permanent transportation funding is needed to continue to meet transportation needs (64% give a "4" or "5" rating; 5=Strongly agree) and that the current transportation funding is not adequate to meet needs over the next 30 years (59%). However, they are notably less likely to agree that a small funding package for transportation is desirable (36%) or that they would support a tax increase for transportation that was on a ballot at the same time as a tax increase for education or healthcare (31%).

Agreement with Funding Statements

Percent rating 4 or 5; 5=Strongly agree



n=1,224



Voters living in the outlying areas of the state are less likely to agree with three of the four statements than voters in Maricopa and Pima Counties, the one exception being they are more likely to agree they would prefer a smaller package of transportation projects (39% vs. 36% Maricopa and 30% Pima; see Table 14b).

Table 14a: Level of Agreement with Funding Statements

	Strong				ongly Agree	NET		%
Statements	1	2	3	4	5	4+5	Avg.	DK*
Permanent transportation funding is needed so we can continue to meet our needs.	6%	6%	24%	28%	36%	64%	3.8	3%
Current transportation funding is not adequate to keep pace with our state's growth over next 30 years.	8%	8%	25%	25%	34%	59%	3.7	8%
I would prefer a smaller pkg. of transportation projects, such as fixing I-10 & I-17, rather than a more comprehensive plan that addresses a wide variety of needs.	18%	20%	26%	19%	17%	36%	3.0	4%
I would be likely to support increased funding for transportation even if the same ballot contains other tax increases on issues not related to transportation, such as education or healthcare.	35%	13%	21%	16%	15%	31%	2.6	2%

Q15: Please indicate your level of agreement with each of the following statements.



^{*}Percent "don't know" excluded from calculations.

Table 14b: Level of Agreement with Funding Statements - by Region NET 4 + 5 ratings

	Total		Region	
Statements	Sample (n=1224)	Maricopa (n=736)	Pima (n=251)	Outlying (n=237)
Permanent transportation funding is needed so we can continue to meet our needs.	64%	63%	71%	59%
Current transportation funding is not adequate to keep pace with our state's growth over next 30 years.	59%	59%	67%	50%
I would prefer a smaller pkg. of transportation projects, such as fixing I-10 & I-17, rather than a more comprehensive plan that addresses a wide variety of needs.	36%	36%	30%	39%
I would be likely to support increased funding for transportation even if the same ballot contains other tax increases on issues not related to transportation, such as education or healthcare,	31%	32%	33%	26%

Q15: Please indicate your level of agreement with each of the following statements.



B. Allocating Tax Dollars for Transportation

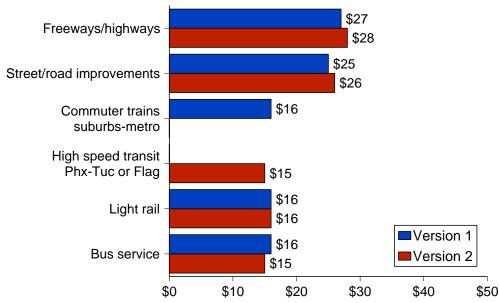
1. Tax Dollar Priorities

Voters were read a list of five transportation areas and asked to indicate how they would distribute \$100 if they were in charge of allocating money for each of the five areas. Once again the sample was divided in half in order to control overall interview length. Both versions included the four areas of freeways/highways, street road improvements, light rail, and bus service. The only difference is that voters interviewed from one version had the fifth area of high-speed transit from Phoenix to Tucson or Flagstaff and the other version had the fifth area of commuter trains from the suburbs into the center of the metropolitan areas.

Voters put the largest proportion of the dollars into freeways/highways (approximately \$27) and street/road improvements (approximately \$25). The remaining dollars were evenly divided among the public transportation options (approximately \$15 or \$16 per area).

Distribution of Tax Dollars on Transportation Options

Average Values



Split sample questions. Version 1 n=601; Version 2 n=623



Table 15a: Priority for Improving Transportation – Version 1*

Transportation Improvement	\$0	\$1-25	\$26-50	\$51-75	\$76- 100	Avg. \$\$
Freeways/Highways Street/road improvements	21% 17%	41% 50%	28% 25%	4% 2%	6% 6%	\$26.7 \$25.3
Bus service	30%	55%	12%	1%	2%	\$16.1
Commuter trains from suburbs to center of metro areas Light rail transit	35% 34%	46% 48%	15% 15%	1% 1%	3% 2%	\$16.1 \$15.8

Q14: Let's pretend it was your job to determine how to distribute our tax dollars on transportation improvements. If you had a total of 100 dollars of our tax money to distribute and you had to spend the full amount, how would you distribute it between the following five areas? *n=601

Table 15b: Top Priority for Improving Transportation – Version 2*

Transportation Improvement	\$0	\$1-25	\$26-50	\$51-75	\$76- 100	Avg. \$\$
Freeways/Highways Street/road improvements Light rail transit High speed transit between Phoenix-Tucson and/or Phoenix -Flagstaff Bus service	23%	40%	26%	5%	6%	\$27.8
	21%	47%	23%	3%	6%	\$25.7
	40%	41%	15%	1%	3%	\$15.9
	41%	42%	12%	2%	3%	\$15.5

Q14: Let's pretend it was your job to determine how to distribute our tax dollars on transportation improvements. If you had a total of 100 dollars of our tax money to distribute and you had to spend the full amount, how would you distribute it between the following five areas? *n=623



Maricopa County voters, on average, distributed a higher proportion of the dollars to freeways than voters in other areas (average \$29 or \$30 vs. \$22 to \$25, depending on the questionnaire version).

Pima County voters who were interviewed using Version 1 of the survey instrument distributed a higher proportion of dollars to street and road improvements than voters in other areas of the state (\$32 vs. \$23 to \$26). However, Pima County voters who were interviewed using Version 2, which included the option to provide funding for high-speed transit between Phoenix and Tucson, gave a higher proportion of dollars to that option (\$20 vs. \$14 Maricopa and \$15 outlying) and a lower proportion to streets and roads (\$24).

Table 15c: Top Priority For Improving Transportation – By Region Average \$\$ Allocated

	Total	Region		
Solutions	Sample	Maricopa	Pima	Outlying
Version 1	(n=601)	(n=360)	(n=130)	(n=111)
Freeways/Highways	\$26.7	\$29.3	\$23.3	\$22.5
Street/road improvements	\$25.3	\$22.8	\$31.8	\$25.8
Bus service	\$16.1	\$16.3	\$14.6	\$17.2
Commuter trains from suburbs to center of metro areas	\$16.1	\$16.0	\$15.6	\$16.9
Light rail transit	\$15.8	\$15.6	\$14.8	\$17.6
Version 2	(n=623)	(n=376)	(n=121)	(n=126)
Freeways/Highways	\$27.8	\$29.6	\$24.5	\$25.3
Street/road improvements	\$25.7	\$24.3	\$24.3	\$31.3
Light rail transit	\$15.9	\$16.2	\$17.2	\$13.7
High speed transit between Phoenix-Tucson and/or Phoenix and Flagstaff	\$15.5	\$14.2	\$20.2	\$14.8
Bus service	\$15.2	\$15.7	\$13.8	\$14.9

Q14: Let's pretend it was your job to determine how to distribute our tax dollars on transportation improvements. If you had a total of 100 dollars of our tax money to distribute and you had to spend the full amount, how would you distribute it between the following five areas?



2. Allocation of Statewide Sales Tax for Maricopa County Transportation

It was explained to all voters interviewed that Maricopa County residents currently generate 67% of the sales tax collected in the state and make up more than 60% of the population. They were then asked to name a percentage of a statewide sales tax for transportation that should be spent within Maricopa County.

Overall, voters believe slightly more than half of a statewide sales tax for transportation should be spent in Maricopa County (53%); not surprisingly, Maricopa County voters named a slightly higher percentage than voters living in other parts of the state (56% vs. 50% Pima and 48% outlying).

Percentage of Statewide Tax to be Spent in Maricopa County

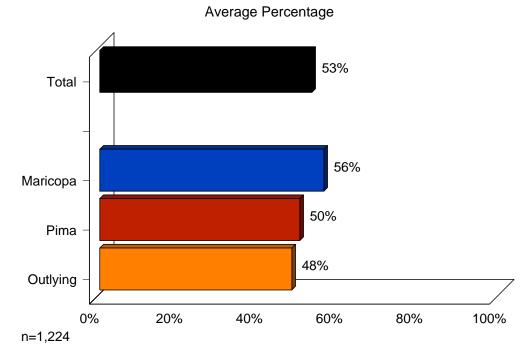




Table 16: Sales Tax Dollars to be Allocated to Maricopa County

– by Region

	Total	Region					
% Allocated to	Sample	Maricopa	Pima	Outlying			
Maricopa County	(n=1224)	(n=736)	(n=251)	(n=237)			
0% to 25%	9%	10%	7%	10%			
26% to 50%	29%	21%	41%	38%			
51% to 75%	42%	48%	38%	30%			
76% to 100%	6%	8%	2%	3%			
Average %	53%	56%	50%	48%			
Don't know	14%	13%	12%	19%			

Q18: Currently, Maricopa County residents generate 67% of the sales tax collected in the state and make up over 60% of the population. Based on this information, what percentage of a statewide sales tax for transportation improvements do you believe should be spent in Maricopa County?



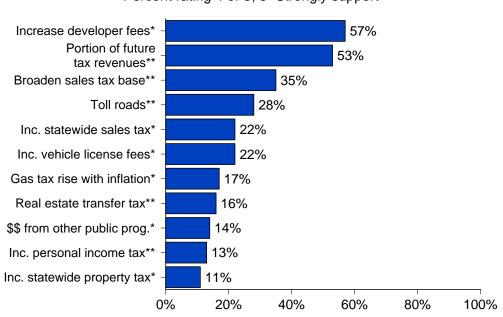
C. Levels of Support for Proposed Funding Options

Voters were read a list of five or six options for funding improvements to the transportation system in the state. They were asked to indicate if they would support or oppose each funding option for transportation improvements. Once again, the sample was divided in half in order to control overall interview length. There was no overlap between the lists evaluated by the two sample segments.

Overall, voters are not likely to indicate majority support for most of the options presented. The only two options garnering support from a majority of voters are increased developer fees (57% give a "4" or "5" rating; 5=Strongly support) and dedicating a portion of the future growth in existing tax revenues to support transportation (53%). Less than one in four voters support the majority of the remaining options; the least supported being increased statewide property tax (11% support).

Not surprisingly, voters likely to vote "yes" on a statewide sales tax increase in November are significantly more likely to indicate support for all funding options than those likely to vote "no" in November. In fact, none of the funding options received support from more than half of those likely to vote "no" in November. The highest support from those likely to vote "no" is for increased developer fees (46%).

Support for Transportation Funding Options



Percent rating 4 or 5; 5=Strongly support

Split sample question. *Version 1 n=610; **Version 2 n=614



Table 17a: Level of Support for Transportation Funding Options (Among those with an opinion)

	Strongly Strongly Oppose Suppor			• •	NET		%	
Funding Option	1	2	3	4	5	4+5	Avg.	DK*
Version 1 (n=610)								
Increase developer fees	12%	9%	22%	21%	36%	57%	3.6	2%
Increase statewide sales tax	33%	17%	28%	13%	9%	22%	2.5	1%
Increase vehicle license fees	37%	19%	22%	14%	8%	22%	2.4	1%
Allow the gas tax to rise with inflation	52%	18%	13%	7%	10%	17%	2.1	1%
Take money from other public programs	45%	22%	19%	6%	8%	14%	2.1	3%
Increase statewide property taxes	46%	21%	22%	6%	5%	11%	2.0	1%
Version 2 (n=614)								
Dedicate a portion of future growth in existing tax revenues to transportation	8%	6%	33%	35%	18%	53%	3.5	2%
Broaden the base of sales tax into areas that do not currently charge it	28%	13%	24%	21%	14%	35%	2.8	2%
Use toll roads for new roads where no future funding is expected	40%	16%	16%	14%	14%	28%	2.5	1%
Impose real estate transfer tax	45%	16%	23%	9%	7%	16%	2.2	8%
Increase personal income tax	49%	18%	20%	9%	4%	13%	2.0	1%

Q16: Let's assume for a moment that significant new funding is needed to improve the transportation system across the state. Please rate your level of support for each proposed funding option to improve the transportation system in the state.

Table 17b shows that, overall, voters in the three regions are similar in their support (or lack of support) for the various options; however, there are a few differences.

- Pima County voters are more likely than others to indicate support for dedicating a portion of future tax revenues for transportation improvements (60% vs. 52% Maricopa and 48% outlying).
- Voters in Pima County and outlying areas of the state are more likely than Maricopa County voters to indicate support for toll roads (36% Pima and 33% outlying vs. 24% Maricopa).



^{*}Percent "don't know" excluded from calculations.

Table 17b: Level of Support for Transportation Funding Options - By Region

	Total		Region	
Solutions	Sample	Maricopa	Pima	Outlying
Version 1	(n=610)	(n=369)	(n=130)	(n=111)
Increase developer fees	57%	58%	58%	53%
Increase statewide sales tax	22%	25%	18%	17%
Increase vehicle license fees	22%	18%	27%	24%
Allow the gas tax to rise with inflation	17%	18%	20%	13%
Take money from other public programs	14%	14%	15%	11%
Increase statewide property taxes	11%	12%	8%	14%
Version 2	(n=614)	(n=367)	(n=121)	(n=126)
Dedicate a portion of future growth in existing tax revenues to transportation	53%	52%	60%	48%
Broaden the base of sales tax into areas that do not currently charge it	35%	36%	36%	32%
Use toll roads for new roads where no future funding is expected	28%	24%	36%	33%
Impose real estate transfer tax	16%	14%	18%	20%
Increase personal income tax	13%	12%	17%	11%

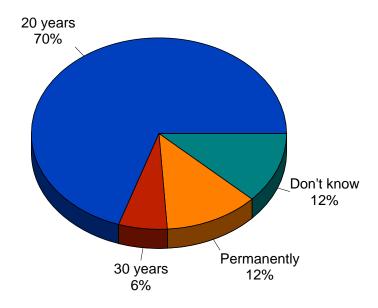
Q16: Let's assume for a moment that significant new funding is needed to improve the transportation system across the state. Please rate your level of support for each proposed funding option to improve the transportation system in the state.



D. Timeframe for Transportation Funding

The majority of voters believe there should be a 20-year limit on any increase in transportation funding before it is reviewed for continuation of funding (70%). This is particularly true among those likely to vote "yes" on a sales tax in November (75% vs. 65%). Those likely to vote "no" were more likely to indicate they did not know what limit they would prefer (18% vs. 6%).

Timeframe for Transportation Funding



n=1,224

Q17: Based on your response to the previous question on how to increase transportation funding, for what period of time would you support the increase before it is reviewed for continuation of funding?

Would you say...A) 20 years B) 30 years C) Permanently



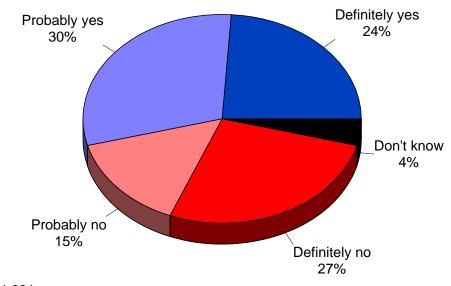
VIII. Statewide Ballot Proposition

A. Response to Statewide Ballot Proposition

Slightly more than half of the voters statewide indicate they would vote "yes" on a one percent increase in statewide sales tax for transportation in November 2008, with the largest percentage indicating they would "probably" vote "yes" (24% "definitely;" 30% "probably"). More than one in four voters indicate they would "definitely" vote "no" (27%). There are no significant differences by county of residence.

Democratic voters are more likely to indicate they would vote "yes" than Republican or "other" voters (64% vs. 44% Republican and 57% "other). In addition, voters with a college degree are more likely to indicate they would vote "yes" compared to those without a college degree (56% "definitely" or "probably" yes vs. 51%).

Likely Vote for Statewide Sales Tax for Transportation in Nov. 2008



n=1,224



Table 18: Response to 2008 Ballot Proposition

	Total	Region				
Vote	Sample (n=1224)	Maricopa (n=736)	Pima (n=251)	Outlying (n=237)		
Voic	(11-122-1)	(11=730)	(11–231)	(11–237)		
NET "Yes"	54%	53%	56%	54%		
Definitely Yes	24%	24%	25%	22%		
Probably Yes	30%	29%	31%	32%		
Probably No	15%	14%	14%	17%		
Definitely No	27%	28%	26%	24%		
NET "No"	42%	42%	40%	41%		
Don't know	4%	5%	4%	5%		

Q19: There is a proposed proposition for the November ballot that would raise the statewide sales tax by one percent. The revenue raised would dedicate 58% to building new freeways and expanding existing freeways – including I-10 and I-17, give 20% to local transportation improvements, 18% to expanding bus and rail transit statewide, and 4% to transportation projects and open space preservation.



B. Timing

When told that some believe waiting to put a transportation tax on the ballot until 2010 would allow time for technical studies to be completed as well as provide time for citizen input and for the economy to improve, a slight majority indicate they would prefer to delay the tax increase until 2010 (57%).

As expected, those likely to vote "no" are more inclined than those likely to vote "yes" to indicate they would prefer to delay the tax until 2010 (70% vs. 47%). However, it is important to note that only half (50%) of those who are likely to vote "yes" on the 2008 statewide tax increase would prefer to keep it in 2008 and not delay it to 2010.

Voters in outlying areas of the state are somewhat more likely to indicate a preference for a delay until 2010 than voters in Maricopa and Pima counties (64% vs. 56% Maricopa and 54% Pima). Females also were more likely than males to indicate a preference for waiting (60% vs. 54%).

Prefer Delay Transportation Tax on Ballot to 2010

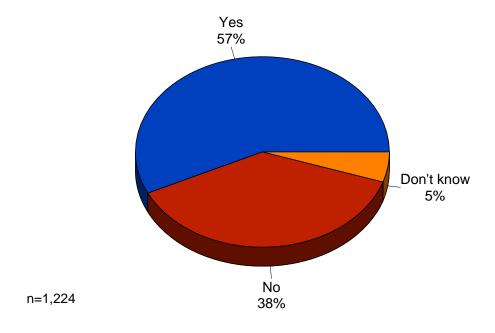




Table 19: Preference for Delay until 2010 for Transportation Tax

	Total	Region				
Vote	Sample (n=1224)	Maricopa (n=736)	Pima (n=251)	Outlying (n=237)		
Yes	57%	56%	54%	64%		
No	38%	39%	42%	31%		
Don't know	5%	5%	4%	5%		

Q20: Some believe putting a transportation tax initiative on the ballot in 2010 would provide time for technical transportation studies to be completed, allow for citizen input, and give more time for the economy to improve. Would you prefer waiting until 2010 for a statewide transportation election rather than going in 2008?



C. Likelihood to support Pro-Transportation Tax Candidate

Only two in five voters indicate they would be likely to vote for a candidate who supports a tax increase for transportation (37% "4" or "5"; 5= Very likely). As expected, voters indicating they would vote "yes" on a tax increase are also more likely to indicate they would support a candidate who also supports a tax increase for transportation (59% vs. 11% of those likely to vote "no").

Likelihood to Vote for Candidate Supporting Transportation Tax

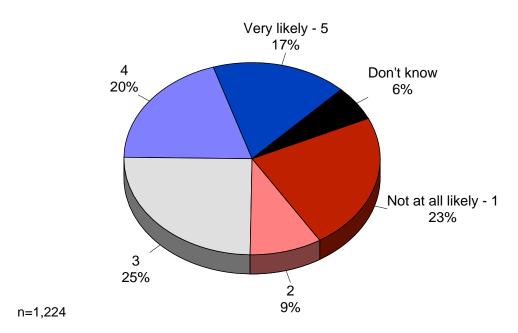




Table 20: Likelihood to Support Pro-Transportation Tax Candidate

	Total	Region					
	Sample	Maricopa	Pima	Outlying			
Rating	(n=1225)	(n=736)	(n=251)	(n=237)			
NET 4/5	37%	38%	39%	33%			
5 – Very likely	17%	18%	18%	17%			
4	20%	21%	21%	16%			
3	25%	24%	25%	26%			
2	9%	9%	10%	11%			
1 – not at all likely	23%	22%	21%	24%			
Average	3.0	3.0	3.1	2.9			
Don't know	6%	6%	5%	6%			

Q21: Please indicate how likely you are to vote for a candidate who supports a tax increase for transportation.



APPENDIX A

Questionnaire



b. Female

MAG Statewide Transportation Survey 2008 FINAL

QUOTAS: Region: Marico Pima – Outlyii	
Introduction	
WestGroup Res Arizona voters a	ease speak with? My name is, and I am calling from earch, an independent research company. We are conducting a brief survey with about issues facing residents and would appreciate your input. All information in confidential. No sales calls will result from this interview.
IF R NOT AVA	ILABLE, ARRANGE CALLBACK.
a. Y b. N c. I 2. Please te	registered to vote in the State of Arizona? Yes No – THANK AND TERMINATE Don't know – THANK AND TERMINATE Ell me which of the following age categories includes your age? Please stop me ead the correct category. READ LIST; ALLOW ONLY ONE RESPONSE
b. 2 c. 3 d. 4 e. 5 f. 6	8 to 24 25 to 34 25 to 44 25 to 54 25 to 65 26 or older Refused (DO NOT READ)
3. RECOR	D GENDER (DO NOT ASK; RECORD BY OBSERVATION Male



Perceptions of Biggest Issues and Current Transportation System

- Q1. What would you say is the ONE most important problem or issue facing the state of Arizona today? DO NOT READ ANSWERS. SINGLE MENTION ONLY
 - a. Streets/roads/freeways/congestion/construction
 - b. Public or mass transportation/buses/light rail/trains
 - c. Education
 - d. Illegal Immigration
 - e. Crime
 - f. Pollution/Environment
 - g. Economy/Unemployment
 - h. Water/Water Rights
 - i. Housing
 - j. Health Care Costs
 - k. Problems of the Elderly/Social Security
 - 1. Abortion
 - m. Agricultural Problems
 - n. Moral Decline
 - o. Poverty/Lack of Social Programs
 - p. High Cost of Living
 - q. Growth/urban sprawl/too many people
 - r. Gas prices
 - s. Drug abuse/alcoholism
 - t. Politics/politicians
 - u. Other: SPECIFY
 - v. Don't know
- Q2. What do you think the ONE most important issue will be for the state in the next 5-10 years? DO NOT READ ANSWERS. SINGLE MENTION ONLY
 - a. Streets/roads/freeways/congestion/construction
 - b. Public or mass transportation/buses/light rail/trains
 - c. Education
 - d. Illegal Immigration
 - e. Crime
 - f. Pollution/Environment
 - g. Economy/Unemployment
 - h. Water/Water Rights
 - i. Housing
 - j. Health Care Costs
 - k. Problems of the Elderly/Social Security
 - 1. Abortion
 - m. Agricultural Problems
 - n. Moral Decline
 - o. Poverty/Lack of Social Programs
 - p. High Cost of Living



- q. Growth/urban sprawl/too many people
- r. Gas prices
- s. Drug abuse/alcoholism
- t. Politics/politicians
- u. Other: SPECIFY
- v. Don't know
- Q3. What do you think is the most important transportation-related issue or problem in Arizona? DO NOT READ LIST. SINGLE MENTION ONLY BUT PROBE FOR CLARITY
 - a. Traffic congestion
 - b. Traffic safety/Road Rage
 - c. Road maintenance/repair
 - d. Traffic delays due to construction
 - e. Poor traffic management around maintenance/construction activity
 - f. Poor signage
 - g. Drinking/Driving
 - h. Lack of public transit
 - i. Need for commuter trains from suburbs into the metropolitan areas of the state
 - j. Need for public transportation between Phoenix and Tucson
 - k. Need for public transportation between Phoenix and Flagstaff
 - l. Poor planning
 - m. Lack of funding
 - n. Lack of options going north/south or east/west across state/problems when accidents on major highways
 - o. Not enough highways/highways too small
 - p. Not enough bike lanes/pedestrian lanes
 - q. Gas prices
 - r. Pollution
 - s. Red light cameras/freeway cameras
 - t. Other: SPECIFY
 - u. Don't know
- Q4. Using a 1 to 5 scale where "1" means not at all satisfied and "5" means very satisfied, please indicate your overall level of satisfaction with the statewide transportation system IN ARIZONA. (1-5 scale; 6=Don't know)
- Q5. Using the same 1 to 5 scale, please indicate your OVERALL level of satisfaction with the transportation system IN YOUR AREA. (6=Don't know)



- Q6. Using the same 1 to 5 scale where "1" means not at all satisfied and "5" means very satisfied, please indicate your level of satisfaction with the following components of the transportation system IN YOUR AREA. READ AND ROTATE LIST (6=Don't know)
 - a. The main streets and roads
 - b. The freeways/highways
 - c. The bus or transit service
 - d. The bicycle and pedestrian facilities
- Q7. Using a 1 to 5 scale where "1" means "it is not a problem at all" and a "5" means "it is a major problem," how big of a problem would you say traffic congestion is IN YOUR AREA? (1-5 scale; 6=Don't know)
- Q8. What do you feel is the ONE most important thing that could be done to improve transportation problems IN YOUR AREA? DO NOT READ LIST. SINGLE MENTION ONLY
 - a. Encourage people to use public transit.
 - b. Encourage people to carpool, vanpool, bike or walk.
 - c. Improve local bus service/neighborhood circulator service.
 - d. Improve Dial-a-ride services.
 - e. Add/expand light rail service.
 - f. Build commuter rail from the suburbs into the center of the metropolitan area.
 - g. Add long-distance/high speed transit service (Phx-Tuc; Tuc-Nogales; Phx-Flag)
 - h. Encourage businesses to allow telecommuting/working from home/stagger work hrs.
 - i. Add more freeway lanes.
 - j. Add more HOV/carpool lanes.
 - k. Build more roads/freeways/highways.
 - 1. Increase funding for transportation improvements.
 - m. Improve long-range transportation planning.
 - n. Other: SPECIFY:
 - o. Don't know
- Q9. In your travels around the state, where do you experience the most traffic delays? READ AND ROTATE
 - a. Within or just outside of Maricopa County
 - b. Within or just outside of Pima County
 - c. In other parts of the state
 - d. DO NOT READ: Don't know



- Q10. Would you support additional taxes to... READ AND ROTATE LIST
 - 1- Yes, would support additional taxes for this solution
 - 2- No, would not support additional taxes for this solution
 - A. Build a regional high-speed rail system that connects Phoenix and Tucson.
 - B. Build new light rail lines beyond those already planned.
 - C. Increase the routes and frequency of transit service.
 - D. Add carpool lanes to congested roads.
 - E. Build new freeways.
 - F. Build new highways as toll roads.
 - G. Build commuter rail connecting suburbs with the center of the metropolitan area.
 - H. Improve bicycling and walking conditions.
 - I. Add more lanes to existing freeways.

Policy

- Q11. Regional planning agencies and the Arizona Department of Transportation are currently conducting statewide transportation studies to help identify transportation needs and ensure that systems are interconnected. I would like you to tell me which of the following two OPPOSING statements best reflects your perspective concerning a statewide ballot proposition. READ AND ROTATE STATEMENTS THEN SELECT PREFERRED
 - a. It is important to do the technical analysis, including looking at land use and population growth, so there is a well-thought out plan before a tax increase is considered.
 - b. Enough studies have been done. The state already knows what the critical transportation needs are. Let's move forward now with a ballot proposition.
 - c. DO NOT READ: Don't agree with either statement
 - d. DO NOT READ: No preference/Don't know
- Q12. Many economists agree the economy is down. Assuming for a moment this is true, I would like you to indicate which of the following statements most accurately reflects your perspective.
 - a. The economy is down, but increased funding for transportation improvements would produce new jobs and economic opportunities at a critical time for our economy.
 - b. The economy is down, so now is not the time to burden people with additional taxes.
 - c. DO NOT READ: Don't agree with either statement
 - d. DO NOT READ: No preference/Don't know



Solutions

Q13. Using a 1 to 5 scale where a "1" means you "strongly disagree" and a "5" means you "strongly agree," please indicate your level of agreement with each of the following statements. READ AND ROTATE LIST (1-5 scale; 6=Don't know)

VERSION 1 (ASKED OF HALF THE RESPONDENTS)

- a. Since residents of Maricopa County travel throughout the state, a percentage of money collected in Maricopa County should be spent on improvements outside of Maricopa County.
- b. There should be more emphasis on public transportation—such as buses, light rail and commuter trains—than on freeways over the next 30 years.
- c. Light rail or commuter trains that run from the suburbs to the centers of metropolitan areas are more important than expanding local and express bus routes.
- d. Significant investments need to be made to improve, repair and maintain major city streets.

VERSION 2 (ASKED OF HALF THE RESPONDENTS)

- e. More public transit is needed to provide commuters a way to get to jobs during rush hour.
- f. Any Statewide Transportation Plan should contain a map indicating the improvements that will be included in the plan and when they will be built.
- g. I would prefer high-speed train service between major metropolitan areas such as Phoenix and Tucson or Phoenix and Flagstaff over other transportation improvements in my area.
- h. I would support a tax increase for transportation improvements even if it meant the total sales tax in my community is greater than 10 percent.

Funding

Q14. Let's pretend it was your job to determine how to distribute our tax dollars on transportation improvements. If you had a total of 100 dollars of our tax money to distribute and you had to spend the full amount, how would you distribute it between the following five areas: READ ENTIRE LIST FIRST AND ROTATE LIST. TOTAL SHOULD EQUAL \$100. SPLIT WITH 2 VERSIONS (50% of the sample asked each grouping)

EK21	ON 1:
	Freeways/Highways
	Bus service
	Light rail transit
	Commuter trains from the suburbs into the center of the metropolitan area
	Street/road improvements



VERSION 2.	
Freeways/Highways	

___ Bus service

VEDSION 2.

____ Light rail transit

___ High speed transit between Phoenix and Tucson and/or Phoenix and Flagstaff.

___ Street/road improvements

Q15. Using a 1 to 5 scale where a "1" means you "strongly disagree" and a "5" means you "strongly agree," please indicate your level of agreement with each of the following statements. READ AND ROTATE LIST (1-5 scale; 6=Don't know)

- a. Permanent transportation funding is needed so that we continue to meet our transportation needs.
- b. I would prefer a smaller package of transportation projects, such as fixing I-10 and
- I-17, rather than a more comprehensive plan that addresses a wide variety of needs.
- c. I would be likely to support increased funding for transportation even if the same ballot contains other tax increases on issues not related to transportation, such as education or health care.
- d. Current transportation funding is not adequate to keep pace with our state's growth over the next 30 years.
- Q16. Let's assume for a moment that significant new funding is needed to improve the transportation system across the state. Using a 1 to 5 scale where "1" means you "strongly oppose" an option and a "5" means you "strongly support" an option, please rate your level of support for each proposed funding option to improve the transportation system in the state. READ AND ROTATE LIST (1-5 scale; 6=Don't know)

VERSION 1 (ASKED OF HALF OF THE RESPONDENTS)

- A. Increase vehicle license fees.
- B. Increase developer fees
- C. Allow the gasoline tax to rise with inflation.
- D. Increase statewide property taxes.
- E. Take money from other public programs.
- F. Increase the statewide sales tax.

VERSION 2 (ASKED OF HALF OF THE RESPONDENTS)

- G. Use toll roads to build new roads where no future funding is expected.
- H. Impose a real estate transfer tax.
- I. Increase the personal income tax.
- J. Dedicate a portion of the future growth in existing tax revenues to transportation.
- K. Broaden the base of the sales tax into areas that do not currently charge sales tax, such as beauty salons and dry cleaning services.



- Q17. Based on your response to the previous question on how to increase transportation funding, for what period of time would you support the increase before it is reviewed for continuation of funding? Would you say... READ LIST
 - a. 20 years
 - b. 30 years
 - c. Permanently in other words, it would not need to be renewed
 - d. DO NOT READ: Don't know
- Q18. Currently, Maricopa County residents generate 67% of the sales tax collected in the state and make up over 60 percent of the population. Based on this information, what percentage of a statewide sales tax for transportation improvements do you believe should be spent in Maricopa County?

____ % (NEED A PERCENT BETWEEN 0 and 100)

Q19 There is a proposed proposition to the November ballot that would raise the statewide sales tax by one percent. The revenue raised would dedicate 58% to building new freeways and expanding existing freeways—including I-10 and I-17, give 20% to local transportation improvements, 18% to expanding bus and rail transit statewide, and 4% to transportation projects and open space preservation.

Would you vote 'yes' in favor of increasing the tax or 'no' in opposition to increasing the tax? [If 'Yes' or 'No': Would that be Definitely Yes/No or Probably Yes/No?]

Q20. Some believe putting a transportation tax initiative on the ballot in 2010 would provide time for technical transportation studies to be completed, allow for citizen input, and give more time for the economy to improve. Would you prefer waiting until 2010 for a statewide transportation election rather than going in 2008?

Yes No

Q21. Using a 1 to 5 scale where "1" means "not at all likely" and "5" means "very likely," please indicate how likely you are to vote for a candidate who supports a tax increase for transportation? (1-5 scale; 6 DOES NOT MATTER OR don't know)



Demographics

Now I have a few final questions that are for classification purposes only.

- D1. How often do you travel within the State of Arizona, but outside of your county of residence? Would you say...READ LIST
 - a. Several times per week
 - b. Once a week
 - c. 2-3 times a month
 - d. Once a month
 - e. Every 2-3 months
 - f. At least twice a year
 - g. Less than once a year
 - h. Don't know
- D2. What was the last year of education you have completed?
 - a. Grammar school (8 years or less)
 - b. Some high school (9-11 years)
 - c. Graduated high school (12 years)
 - d. Some post-high school training/some college
 - e. Graduated from four-year college (B.A./B.S.)
 - f. Post-Graduate Degree
 - g. Don't Know
 - h. Refused
- D3. Are you employed full-time, employed part-time, retired, a housewife, a student or unemployed?
 - a. Full-time
 - b. Part-time
 - c. Retired
 - d. Housewife
 - e. Student
 - f. Unemployed
 - g. Refused/NA

D4a. Are you Spanish, Hispanic or Latino?

Yes

No



D4b. How would you describe your race or ethnic background are you
White
Black or African American
American Indian
Asian
Hispanic
Something thing else: SPECIFY
Refused

D5. What city do you live in?

a.	List cities statewide	
b.	Other (SPECIFY:	
c.	Refused/NA	

D6. May I have the Zip Code in which you live?

D7. Was your annual household income before taxes last year: READ LIST

- a. Less than \$25,000
- b. \$25,000 to less than \$50,000
- c. \$50,000 to less than \$75,000
- d. \$75,000 to less than \$100,000
- e. \$100,000 to less than \$125,000
- f. \$125,000 or more
- g. DO NOT READ: No answer/REFUSED

Thank you very much – those are all my questions.



APPENDIX B

Select Tables for Maricopa County Only



Table B1: Most Important TRANSPORTATION Issue in AZ Maricopa County Regions

	Total	R	egion in Ma	ricopa Cour	ity
Issue	Sample	East	Central	West	Unincorp.
	(n=1224)	(n=313)	(n=230)	(n=127)	(n=51)
Lack of public transit	26%	30%	30%	31%	33%
Gas prices	18%	14%	14%	18%	18%
Not enough highways/	12%	9%	14%	16%	14%
highways too small					
Traffic congestion	11%	15%	11%	14%	16%
Road maintenance/repair	4%	2%	1%	2%	2%
Pollution	3%	4%	5%	1%	-
Not enough roads/too small	2%	2%	1%	3%	6%
roads					
Lack of funding	2%	2%	1%	-	-
Population growth/too	3%	3%	3%	2%	-
many people/ sprawl					
Need for commuter trains	2%	3%	1%	2%	-
from suburbs into the					
metropolitan areas of AZ					
Poor planning	2%	1%	4%	-	2%
Poor traffic management	1%	2%	-	-	-
Dependence on fuel/need	1%	1%	-	1%	4%
for more fuel efficient					
methods					
Other <1% mentions	4%	4%	5%	5%	2%
Don't know	9%	9%	9%	4%	4%

Q4: What do you think is the most important transportation-related issue or problem in Arizona?



Table B2: Level of Satisfaction with Transportation in YOUR AREA
Maricopa County Regions
(Among those with an opinion)

	Total	Region in Maricopa County			
	Sample	East	Central	West	Unincorp.
Rating	(n=1224)	(n=313)	(n=230)	(n=127)	(n=51)
NET 4/5	27%	29%	29%	20%	26%
5 – Very satisfied	9%	8%	7%	7%	14%
4	18%	21%	22%	13%	12%
3	25%	24%	27%	34%	20%
2	22%	23%	20%	17%	16%
1 – Not at all satisfied	26%	24%	24%	29%	38%
NET 1/2	48%	47%	44%	46%	54%
Average Rating	2.6	2.7	2.7	2.5	2.5
Don't know*	4%	4%	3%	4%	2%

Q5: Please indicate your overall level of satisfaction with the transportation system in your area.

B3: Level of Satisfaction with Transportation Components YOUR Maricopa County Regions (Percent giving "4" or "5"; 5=Very satisfied)

	Total	Region in Maricopa County			
Component	Sample (n=1224)	East (n=313)	Central (n=230)	West (n=127)	Unincorp. (n=51)
Freeways/highways	38%	50%	42%	28%	27%
Bike/pedestrian facilities	37%	46%	32%	40%	28%
Main streets/roads	36%	49%	42%	37%	31%
Bus/transit services	22%	17%	25%	15%	10%

Q6: Please indicate your overall level of satisfaction with the transportation system in your area.



^{*}Percent "don't know" excluded from satisfaction calculations.

^{*}Percent "don't know" excluded from satisfaction calculations.

Table B4: Rating Traffic Congestion in YOUR AREA
Maricopa County Regions
(Among those with an opinion)

	Total	Region in Maricopa County				
	Sample	East	Central	West	Unincorp.	
Rating	(n=1224)	(n=313)	(n=230)	(n=127)	(n=51)	
NET 4/5	49%	43%	56%	65%	61%	
5 – Major Problem	23%	17%	24%	34%	33%	
4	26%	26%	32%	31%	28%	
3	31%	28%	31%	29%	20%	
2	13%	16%	10%	6%	10%	
1 – Not a problem at all	7%	3%	3%	1%	10%	
NET 1/2	20%	19%	13%	7%	20%	
Average Rating	3.4	3.4	3.6	3.9	3.6	

Q7: How big of a problem would you say traffic congestion is in your area?



^{*}Percent "don't know" excluded from calculations

Table B5: Top Priority for Improving Transportation in Your Area Maricopa County Regions

	Total	Region in Maricopa County			
	Sample	East	Central	West	Unincorp.
Improvement	(n=1224)	(n=313)	(n=230)	(n=127)	(n=51)
Improve local bus service/ neighborhood circulator service	16%	19%	20%	13%	18%
Build more roads/freeways/ highways	15%	8%	10%	20%	20%
Add more freeway lanes	11%	13%	11%	16%	12%
Add/expand light rail service	5%	9%	6%	2%	10%
Control growth/better planning for growth	4%	4%	4%	4%	-
Improve roads/highways/better maintenance	4%	2%	1%	2%	4%
Finish construction/less construction/ faster construction	3%	4%	4%	2%	-
Encourage people to use public transit	3%	4%	5%	3%	-
Improve long-range transportation planning	2%	2%	1%	3%	2%
Coordinate lights/longer lights	2%	3%	3%	2%	-
Increase funding for transportation improvements	2%	2%	1%	3%	-
Encourage people to carpool, vanpool, bike or walk	2%	3%	2%	3%	-
Build commuter rail from the suburbs into the center of the metropolitan areas	2%	2%	3%	2%	4%
More law enforcement/police patrol	2%	2%	3%	1%	-
More traffic lights/stop signs/ turn signals	1%	1%	1%	1%	-
Better driver education/	1%	1%	1%	-	-
Add more HOV/carpool lanes	1%	1%	1%	2%	-
Other	5%	6%	6%	5%	8%
Don't know	17%	15%	18%	16%	24%

Q8: What do you feel is the one most important thing that could be done to improve transportation problems in your area?



Table B6: Support for Additional Taxes to Fund Solutions
Maricopa County Regions
Percent "Yes"

	Total	Region in Maricopa County			unty
Solutions	Sample (n=1224)	East (n=313)	Central (n=230)	West (n=127)	Unincorp. (n=51)
Add more lanes to existing freeways.	63%	65%	72%	72%	61%
Increase the routes and frequency of transit service.	61%	60%	66%	65%	59%
Improve bicycling and walking conditions.	58%	54%	59%	52%	49%
Add carpool lanes to congested roads.	58%	61%	58%	59%	61%
Build new freeways.	56%	56%	60%	68%	57%
Build commuter rail connecting suburbs with the center of the metropolitan areas.	56%	61%	54%	61%	63%
Build a regional high-speed rail system that connects Phoenix and Tucson.	52%	49%	50%	41%	45%
Build new light rail lines beyond those already planned.	46%	51%	47%	49%	47%
Build new highways as toll roads.	30%	31%	25%	29%	43%

Q10: Would you support additional taxes to...?

